



KDNL  
1215 Cole St  
St Louis, MO 63106

Strategic Media Placement  
7669 Stagers Loop  
Delaware, OH 43015

## Contract # 1358433

### Schedule Dates

08/22/12-08/27/12

### Advertiser

Todd Akin for Senate (72928)

### Agency

Strategic Media Placement (6694)

### Product

POLITICAL CANDIDATE (ns) (1186)

### Brand

2620/ TODD AKIN (468866)

### Salesperson

Millennium/DC, Washington DC (1108)

### Sales Office

Millennium Washington DC

### Buyer Name

EVERSOL, WHITNEY

### Phone/Fax

/

### CPE

2620

### Account Types

National/Political Candidate Agency BRD

### Billing Type

Standard

### Comments

TODD AKIN/SENATE

TODD AKIN FOR SENATE

REP-FRAN BROWN

08/21/12

Date Entered

08/21/12

Last Modified

Rita Schmidgall

Entered By

No

CO-OP

ECR09799404

Headline #

A35+

Demo

Normal

Order Type

Commission %

Commission

\$391.50

Net Total

\$2,218.50

Sales Tax

St Louis (KDNL)

By Broadcast Month

Aug. 2012

Sep. 2012

Grand Total:

Spots

13

Rate

\$2,010.00

Spots

4

Rate

\$500.00

Spots

17

Rate

\$2,610.00

*[Signature]*

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT (1)	08/22/12-08/24/12	2	:30	7A- ABC-Good Morning America	1			1	1	1			3	\$50.00	\$150.00	St Louis (KDNL)	GMA	8/21/12
2.0	Normal Line / SPOT (2)	08/22/12-08/24/12	2	:30	12P- 3P (CST)	1			1	1	1			3	\$225.00	\$675.00	St Louis (KDNL)	CHEW.GMA/GH	8/21/12
3.0	Normal Line / SPOT (3)	08/25/12-08/25/12	2	:30	7A- ABC-Good Morning America Saturday	1	1							1	\$35.00	\$35.00	St Louis (KDNL)	GMA	8/21/12
4.0	Normal Line / SPOT (4)	08/26/12-08/26/12	2	:30	10A- ABC-This Week	1	1							1	\$350.00	\$350.00	St Louis (KDNL)	THIS WEEK	8/21/12
5.0	Normal Line / SPOT (5)	08/22/12-08/24/12	2	:30	10:01P- News-ABC 30 News at 10pm	1			1	1	1			3	\$150.00	\$450.00	St Louis (KDNL)	NEWS	8/21/12
6.0	Normal Line / SPOT (6)	08/22/12-08/24/12	2	:30	11:35P- ABC-Nightline	1			1	1	1			2	\$175.00	\$350.00	St Louis (KDNL)	NIGHTLINE	8/21/12
7.0	Normal Line / SPOT (1)	08/27/12-08/27/12	2	:30	7A- ABC-Good Morning America	1	1							1	\$50.00	\$50.00	St Louis (KDNL)	GMA	8/21/12
8.0	Normal Line / SPOT (2)	08/27/12-08/27/12	2	:30	12P- 3P (CST)	1	1							1	\$225.00	\$225.00	St Louis (KDNL)	CHEW.GMA/GH	8/21/12
9.0	Normal Line / SPOT (5)	08/27/12-08/27/12	2	:30	10:01P- News-ABC 30 News at 10pm	1	1							1	\$150.00	\$150.00	St Louis (KDNL)	NEWS	8/21/12
10.0	Normal Line / SPOT (6)	08/27/12-08/27/12	2	:30	10:35P- ABC-Nightline	1	1							1	\$175.00	\$175.00	St Louis (KDNL)	NIGHTLINE	8/21/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

Rep Order# 9799404 Ver# 1 Status New  
EC'd Yes

Traffic Order#

Printed: 08/21/2012 10:09 AM  
Last Received: 08/21/2012 10:05 AM  
Showing Buylines: All Lines

1 of 2

Station KDNL-TV ST. LOUIS MO  
Advertiser ( ) POLITICAL  
Product TODD AKIN/SENATE  
Estimate# 2620  
Buyer WHITNEY EVERSOLE  
Phone#  
Fax#

Agency ( ) STRATEGIC MEDIA PLACEMENT  
7669 STAGERS LOOP  
DELAWARE, OH 43015  
Agency C/P1/P2/E //2620  
Flight Dates 08/22/2012 - 08/27/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) FRAN BROWN  
Salesperson Phone# 215-563-5400  
Salesperson FAX# 215-563-2974

--- CONTRACT COMMENT ---

TODD AKIN FOR SENATE \*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
1	08/22-08/27	7A-9A	GMA	2:30	\$50.00	W-F,M	4	1	4	\$200.00
2	08/22-08/27	12P-3P	CHEW.GMA/GH	2:30	\$225.00	W-F,M	4	1	4	\$900.00
3	08/25-08/25	7A-8A	GMA	2:30	\$35.00	SA	1	1	1	\$35.00
4	08/26-08/26	10A-11A	THIS WEEK	2:30	\$350.00	SU	1	1	1	\$350.00
5	08/22-08/27	10P-1035P	NEWS	2:30	\$150.00	W-F,M	4	1	4	\$600.00
6	08/22-08/27	1035P-1105P	NITELINE	2:30	\$175.00	W-F,M	3	1	3	\$525.00

---REPORT TOTALS---

Report Totals: 17 / \$2,610.00

---SALES MONTHLY TOTALS---

Aug 12: 13 / \$2,010.00

Sales Totals: 17 / \$2,610.00

Station Totals: 17 / \$2,610.00

Lines not sent/rcld/rtrn: 0 / \$0.00

Sep 12: 4 / \$600.00



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 EC'd Yes

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 Estimate# 2620  
 Buyer WHITNEY EVERSOLE  
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Agency ( ) STRATEGIC MEDIA PLACEMENT  
 7669 STAGERS LOOP  
 DELAWARE, OH 43015  
 Agency C/P1/P2/E //2620  
 Flight Dates 08/22/2012 - 08/27/2012  
 Hiatus Weeks

Rep Firm  
 Sales Office ( ) WASHINGTON  
 Salesperson ( ) FRAN BROWN  
 Salesperson Phone# 215-563-5400  
 Salesperson FAX# 215-563-2974

---COMPETITIVE---

Market Totals \$85,855

CABL 0%  
 KTVI 29%  
 UNKN 0%

KMOV 28%  
 WRBU 0%

KPLR 2%  
 KSDK 36%

---COMPETITIVE COMMENTS---

FROM FEBRUARY 2012 TO FEBRUARY 2013

Books FEB12  
 Demos RA35+

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☒ **STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b>	<b>Date</b>
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I, KEGAN BERAN,

being/on behalf of: TODD AKIN, a legally

qualified candidate of the REPUBLICAN political

party for the office of: UNITED STATES SENATE

in the PRIMARY

election to be held on: AUGUST 7, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

**Total Charges:**

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

PO BOX 31222 ST. LOUIS, MO 63131

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

SCOTT G. ENGELBRECHT


This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

6/29/12

Date

  
Signature

***To Be Signed By Station Representative***

☐ Accepted

☐ Accepted in Part

☐ Rejected

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title

## CANDIDATE CERTIFICATION

**In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:**

I, KEGAN BERAN

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

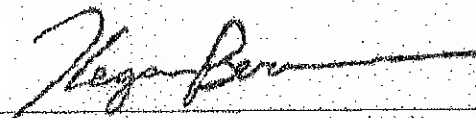
☒ **does**

☐ **does not**

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

- ☒ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.
- ☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

  
signature of candidate or authorized committee

KEGAN BERAN

printed name

6/29/12

date

**AGREED UPON SCHEDULE**

(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF  
CANDIDATE'S REQUEST)

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

**Total Charges:**

**AFTER AIRING OF BROADCASTS:**

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

**Note:** Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.